

# Advocacy Report

3rd Quarter 2026



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## 1. HOSPITALITY SAFETY, SECURITY AND OTHER DEVELOPED STANDARDS SENSITIZATION WORKSHOP

KAHC attended a two-day sensitization workshop on hospitality safety, security and other developed standards organized by TRA at Mombasa Beach Hotel on 22nd and 23rd July 2026. The workshop brought together various stakeholders such as the County Government of Mombasa, TRA, TPU, ATPU, KAHC, PERAK, KCTA and security managers from various hotels and Airbnb owners. Also present was the CEC for Tourism & Wildlife, Mr Mohamed Osman.

## 2. 2025 LONG RAINS ASSESSMENT DEBRIEFING MEETING

The National Drought Management Authority (NDMA) conducted a debriefing meeting to assess the 2025 long rains in Kilifi County at the Mnarani Beach Club on 24th July 2026. The meeting brought together various stakeholders from the County Government of Kilifi, NEMA, KWS, the Kenya Red Cross Society and KAHC.

The objective of this meeting was to debrief the stakeholders on the findings during the 2025 long rain assessment and the assessment report prepared. A draft document for the El Niño Preparedness Plan July 2026 was presented to the stakeholders.

## 3. OCTOPUS FISHERY MANAGEMENT PLAN NATIONAL VALIDATION WORKSHOP

KAHC participated in the National Validation Workshop on the Kenya Octopus Fishery Management Plan and Harvest Strategy held on 30th July 2026 at Sapphire Hotel, Mombasa. The workshop brought together key stakeholders from the fisheries sector to review and validate the management plan, which had previously been circulated for stakeholder input. The process was led by the Kenya Fisheries Service (KeFS) in collaboration with the Kenya Marine and Fisheries Research Institute (KMFRI), The Nature Conservancy (TNC) and other partners.

## 4. INVESTORS AND GENERAL MANAGERS SENSITIZATION FORUM ON THE EAC CLASSIFICATION EXERCISE FOR ACCOMMODATION AND CATERING FACILITIES

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## 5. HMS DRAGON SHIP

KAHC attended a reception hosted aboard HMS Dragon while the Royal Navy vessel was berthed at the Port of Mombasa. The reception was held on 11th August and was attended by senior political figures, representatives of the Kenya Defence Forces and business leaders. The Mombasa visit was also used to reinforce UK-Kenyan defence relations, including cooperation on maritime security, counter-terrorism and regional stability.



## 6. COURTESY CALLS TO MEMBERS

We paid courtesy calls to several members, during which we discussed ways to grow and strengthen the sector, as well as enhance collaboration and engagement in support of the Association's activities. We thank the Management of Novotel, Hyatt Place & Hyatt House, Panari Hotel, Karen Country Club, and Villa Rosa Kempinski for hosting us.





## 7. STRATHMORE UNIVERSITY RUN

We attended a breakfast in August by Strathmore University School of Tourism and Hospitality on the University's Annual Run, themed "Run for Impact: Innovating Futures", which was to be held on Saturday, 5 September 2026. The aim of the breakfast was to formally introduce the event and ways that organizations could get involved.

The Strathmore University Annual Run, a flagship event of the university, is a community-powered fundraiser aimed at breaking financial barriers in education. Proceeds from the run would be used to fund scholarships for deserving students, creating forerunners in innovation for today and tomorrow, and contributing to advancement across the continent.



## 8. WORLD BANK REPORT LAUNCH: MOVING FROM TOURISM POTENTIAL TO INVESTMENT READINESS

KAHC Coast Executive Officer, Dr. Sam Ikwaye, participated as a panelist during the launch of the World Bank Group's report on Kenya's Coastal Tourism Sector, co-hosted by the County Governments of Mombasa, Kilifi and Kwale. The discussion, themed "*Unlocking Investment in Coastal Tourism and Driving Reform*," examined investment barriers and practical reforms needed to strengthen the region's competitiveness.

Dr. Ikwaye emphasized the need to move from tourism potential to investment readiness, calling for improved infrastructure, air connectivity, regulatory efficiency and destination management. He further challenged stakeholders to shift from diagnosis to delivery, advocating for measurable reforms within the next 12–24 months while ensuring that new investment opportunities also improve the operating environment for existing tourism businesses.

## **9. WORLD TOURISM DAY 2026: SUSTAINING DESTINATION IMPROVEMENT BEYOND CELEBRATIONS**

Mombasa marked World Tourism Day 2026 with a week-long programme bringing together tourism stakeholders, government, youth and local communities. Activities began with the AI and Innovation Challenge at Swahilipot Hub, showcasing youth-led innovations, followed by beach and city cleanups, stakeholder engagements, a colorful procession and official speeches celebrating tourism's contribution to economic development and environmental sustainability.

Building on this momentum, the Mombasa Tourism Council (MTC), working with KAHC and other partners, is spearheading the institutionalization of fortnightly CBD cleanups to complement the monthly beach cleanups already undertaken by KAHC members. The initiative will target priority areas across the city, encouraging greater participation by businesses, residents and young people.

Members are encouraged to mobilize their teams and support this collective effort towards a cleaner, greener and more welcoming Mombasa.

## **10. WATER SUPPLY ADVOCACY: POSITIVE PROGRESS IN KILIFI**

Following prolonged water supply interruptions affecting hospitality establishments in Kilifi and surrounding areas, KAHC engaged county and national government authorities, including the Coast Water Works Development Agency, seeking urgent intervention. The disruptions, particularly those linked to the Baricho water supply system, had increased operational costs as establishments relied on alternative water sources.

The immediate supply challenge has since been resolved, and KAHC appreciates the interventions undertaken by the relevant authorities. Engagements continue on infrastructure maintenance, the reliability of the Baricho system, contingency arrangements and long-term water security to safeguard uninterrupted supply to tourism establishments.

## **11. AIR CONNECTIVITY: STRENGTHENING ACCESS TO THE KENYAN COAST**

Improving air connectivity remains a key advocacy priority. During the quarter, KAHC made submissions to the national tourism taskforce, calling for improved international and domestic connectivity through Moi International Airport and other coastal airports.

The Association continues advocating for more direct international flights, stronger regional connections, airline partnerships and measures to address barriers to route development. These efforts are intended to improve visitor access, stimulate investment and strengthen business performance across the coastal tourism circuit.

## **12. HOUSE CROW MANAGEMENT: SUSTAINING THE GAINS**

The House Crow Management Programme, spearheaded by MTC with support from KAHC members and other partners, recorded encouraging progress in reducing Indian House Crow populations in targeted areas of Mombasa, particularly the CBD.

The initial youth-led intervention demonstrated the value of coordinated action. However, with the initial funding cycle concluded, sustained support is necessary to consolidate these gains and progressively expand the programme. Engagements with partners, including A Rocha Kenya, continue towards a longer-term management strategy.

KAHC appeals to members to support the continuation of this programme through financial contributions, partnerships and other resources. Sustaining these efforts will help protect the environment, enhance visitor experiences and improve the attractiveness of Mombasa as a tourism destination.

### 13. KENYA REVENUE AUTHORITY (KRA) STAKEHOLDERS MEETING

We held a fruitful consultative engagement with KRA's Department of Stakeholder Relations on 1st September 2026 at Nairobi Serena Hotel. The meeting was attended by the secretariat led by the CEO, Mike Macharia, the KRA team led by Emmy Rutto, our Tax consultant Robert Waruiru and a few Chief Finance Officer representatives from our members.

The meeting resolved to:

1. Formation of a technical working group that could meet promptly to handle technical matters
2. Pursue a quarterly roundtable meeting to handle policy matters and any other technical matters that may not have been exhausted at the technical committee level.
3. We would also be pursuing a meeting with the Commissioner General
4. We are going to place an application for a private ruling on the thorny matter of Tax Point for VAT





#### 14. AFRICA CAPITAL WEEK

KAHC attended the opening of the Africa Capital Week 2026 at the Argyle Grand Hotel. The forum's guest of honour was Prime Cabinet Secretary Hon Musalia W Mudavadi. The CEO, Mike Macharia, was a panellist in a session on Capital for Tourism & Hospitality: Ecotourism Hospitality Infrastructure and Cultural Economy Investment Aligned with Diaspora Engagement. The CEO was joined on the panel by David Gitonga, Tourism Secretary, Ministry of Tourism & Wildlife; Agatha Juma, Co-founder, Engage Kenya; Judy Kepha-Gona, Founder, and Varun Arora, Chief Operating Officer, Pride Inn Hotels.





## 15. MEETING WITH SENATE

Under the Kenya Tourism Federation (KTF) umbrella, the association appeared before the Senate Committee on Delegated Legislation to give its position on the recently published Tourism Regulations 2026. We continue championing the interests of the hospitality industry for a regulatory regime that is business-friendly and that eases the cost of doing business.



## 16. PARKINN BY RADISSON QUARTERLY COCKTAIL

The CEO, Mike Macharia, attended and spoke at the Parkinn by Radisson quarterly cocktail reception in September.



## 17. KURAMO CAPITAL MANAGEMENT'S 15th ANNUAL SUB-SAHARAN AFRICA DAY AT THE HARVARD CLUB IN NEW YORK

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The immediate supply challenge has since been resolved, and KAHC appreciates the interventions undertaken by the relevant authorities. Engagements continue on infrastructure maintenance, the reliability of the Baricho system, contingency arrangements and long-term water security to safeguard uninterrupted supply to tourism establishments.





## 18. KENYA TOURISM FEDERATION (KTF) STAKEHOLDERS FORUM

We attended the KTF Networking Gala 2026, held on 18th September 2026 at Tamarind Tree Hotel. The evening brought together industry stakeholders for a memorable night of connection and celebration, highlighting the importance of partnerships and collaboration in driving progress and shaping the future of Kenya's tourism, travel and hospitality industry. The Chief Guest at the event was David Gitonga, Tourism Secretary, Ministry of Tourism & Wildlife.



## 19. WORKSHOP TO REVIEW AND VALIDATE KWALE MARINE SPATIAL PLAN BY STAKEHOLDERS IN TIWI - DIANI CHALE AREA

We attend a workshop which involved sensitization and validation of Marine Spatial plan Chale, Galu, Diani & Tiwi marine area. The County government, KMFRI & NEMA were also present. We reiterated that while we are developing a marine spatial plan, it is impossible to effectively implement it without the adoption of the full mainland spatial plan.

We also submitted that conflict on beach management arises from unregulated beach traders and not Boat Operators and fishermen, whose core business rests in the ocean, as this was a subject line on the programme. To address this, designated tourist markets need to be adopted by the county government. Hotel keepers would be more than happy to send their guests to the markets. BMU's raised concerns that new developments are encroaching onto turtle nesting areas.

## 20. STAKEHOLDERS CONSULTATIVE FORUM ON THE DEVELOPMENT OF KENYA INVESTMENT GUIDELINES

The Ministry of Tourism & Wildlife in collaboration with the United Nations Tourism, is developing the Kenya Tourism Investment Guidelines to position Kenya as a preferred Investment destination. To this end, we attended an online validation meeting on 23rd September 2026, where we presented our views on the guidelines.

## 21. KENYA WILDLIFE SERVICE (KWS) STAKEHOLDERS BREAKFAST

On 2nd October 2026, we attended a breakfast meeting convened by the Kenya Wildlife Service (KWS) for the Travel Trade, where we were honoured with recognition for our outstanding partnership and invaluable contribution to advancing wildlife conservation, tourism and sustainable development.

Serena Hotels was also recognized for its significant contribution to Kenya's hospitality industry, wildlife tourism and conservation efforts. We appreciate this recognition and remain committed to strengthening partnerships that promote sustainable tourism, wildlife conservation and the growth of Kenya's tourism and hospitality sector.





## 22. NOVOTEL BUSINESS COCKTAIL

Our Chief Executive Officer, Mike Macharia, recently joined key industry leaders at the Novotel Business Cocktail, hosted at Novotel Nairobi Westlands.

The evening brought together regional hospitality leaders, including General Managers and Regional Directors from Accor Group, providing a collaborative space to engage on industry growth, strategic partnerships, and the future of business travel in Kenya and East Africa. KAHC remains committed to fostering strong relationships with global hotel brands to drive sustainable growth across the hospitality ecosystem.



### 23. MAGICAL KENYA TRAVEL EXPO 2026

On 7th October 2026, we attended the launch of the 16th edition of the Magical Kenya Travel Expo (MKTE 2026), held at Uhuru Gardens, Nairobi. This year's forum is themed *"Digital Transformation and Artificial Intelligence: Shaping the Future of Tourism"* highlighting the growing role of technology and innovation in transforming the tourism industry. We also had the opportunity to engage with and interact with our members who were exhibiting at the Expo, connecting with industry stakeholders and learning more about the products and experiences they are showcasing.



Our Chief Executive Officer, Mike Macharia, Kenya Tourism Board (KTB), Chief Executive Officer, June Chepkemei and Chief Executive Officer, Kenya Association of Tour Operators (KATO), Fred Kaigua, took part in a media engagement on Citizen Sunday Live ahead of the Expo.

Below is the link to the media engagement:

[View on YouTube \[Citizen TV Live\]](#)

## 24. TATLER AFRICA AWARDS GALA DINNER

On the night of 8th October 2026, we attended a dinner marking the grand finale of Magical Kenya Travel Expo 2026, where the very best of African tourism and hospitality were celebrated at the Tatler Africa Awards 2026.

Several of our members were recognized among the winners, highlighting their outstanding contribution to the tourism and hospitality industry. The evening also saw the unveiling of the fourth phase of the Magical Kenya Signature Experiences, welcoming 14 new experiences into the 2026–2028 collection.

We extend our heartfelt congratulations to all the winners and celebrate the continued excellence, innovation and growth of African tourism and hospitality.



## 25. KAHC MEETS WITH KENYA REVENUE AUTHORITY (KRA) ON UPCOMING INVENTORY CONTROL SYSTEM

On 12th October 2026, KAHC held a productive stakeholder engagement with the Kenya Revenue Authority (KRA) team, led by Commissioner George Obell, at the Nairobi Serena Hotel.

The primary focus of the meeting was to discuss the functionality of KRA's upcoming Inventory Control System. As KRA prepares for its rollout, the session provided a crucial platform to gather direct feedback and insights from the hospitality sector regarding how the new system will interface with existing hotel management systems.

### *Key Takeaways & Next Steps:*

- **Co-Creation & Development:** To ensure suitability and operational ease, KRA will co-create and test the system alongside hospitality industry stakeholders during the development phase.
- **Piloted Rollout:** Before a full-scale deployment, the system will undergo a pilot phase with a select group of hotels to refine its functionality.

We appreciate Commissioner George Obell and the KRA team for proactively engaging the industry to foster a collaborative and efficient integration.





## 26. ECOWARRIOR AWARDS 2026

On Friday, 16th October 2026, we joined Ecotourism Kenya in celebrating the EcoWarrior Awards and its 30th Anniversary under the theme “Honouring Innovations for Responsible Journeys.”

We were proud to sponsor this prestigious event and reaffirm our commitment to collaborating with Ecotourism Kenya in advancing sustainable tourism, championing responsible practices, and building a more resilient and environmentally conscious tourism sector.

Congratulations to all the night's winners for their outstanding contributions to sustainable tourism. We also congratulate Ecotourism Kenya on 30 years of championing responsible tourism and environmental conservation.

Here's to continued collaboration and a sustainable future for tourism in Kenya!





## **27. ENTREPRENEURS IN MOTION FORUM HELD IN CASABLANCA, MOROCCO**

The CEO, Mike Macharia, also President of the Federation of Kenya Employers (FKE), attended the forum, themed “Entrepreneurs in Motion: Turning Priorities into Action,” held on 17th October 2027 in Casablanca, Morocco.

The forum was organized by the General Federation of Morocco Enterprises (CGEM). This was a flagship event for the Moroccan private sector and entrepreneurs. It was an opportunity to identify the private sector’s priorities for the next five years and to translate them into a concrete road map covering investment, competitiveness, industrial development, innovation, exports and job creation. It was also a chance to strengthen cooperation between Kenya and other African organizations.

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